

SALT

FROM SEA TO MARKET

Product	Price	Promotion	Place
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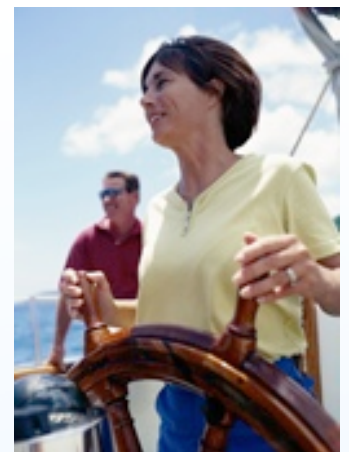
HOW TO MARKET THE BUTIQUE AND TRADITIONALLY MADE SALT

Imagine that you are responsible for the marketing of the traditionally made salt, which is, obviously, more expensive to produce, but has many characteristics that are lacking in the salt that is sold usually in general purpose stores.

How would you approach this challenge? Form the groups and prepare a mind map called “Marketing of salt” with the answers to the following questions.

Product

1. How would you translate the word “salt” into your languages?
2. List five or more advantages and positive characteristics of traditionally produced salt (in comparison to industrially mass produced one).
3. Try to find brand name for your salt. How would you name it if it would be produced from the Black Sea and in this way related to Danube river?



Fun facts about salt:

Right up to the 20th century, pound bars of salt (called amoleh) were the basic currency in Abyssinia (now called Ethiopia).

In the Middle Ages, salt was so expensive it was sometimes referred to as “white gold”.

In the early 1800s salt was 4 times as expensive as beef on the frontier – it was essential in keeping people and livestock alive.

SALT

Price

4. In what quantities would you package the salt?
5. How would you price this salt?
6. How much does 1 kg of salt cost in your country?
7. Would you differentiate the price across different countries? If you would, please, explain how.

Promotion

8. What kind of consumers would buy such salt the most?
9. How would you reach those buyers. Where would you put ads for your salt?
10. What kind of message would you try to convey?

Place

11. How would you distribute your salt? Where would you sell it?
12. Which countries would be most suitable for your salt?



Did you know?

- *That a series of remarkable discoveries since 2005 have transformed the knowledge of the techniques used in this area for salt production at various sites in and around the Carpathian Basin, centred on Transylvania*
- *The salt trade was also the most important economic factor for Passau (the city of three rivers: Danube, Inn, Ilz) during the Middle Ages*



*Adiam condimentum Purus, in Proin
in sapien. Fusce urna, neque lacus.*

Sources

You can help yourself with the sources you find online, such as:

- <http://www.themarketingsage.com/how-to-market-salt/>
- <http://www.kpss.si/en/the-park/salt-and-saltharvesting/salt/salts-from-the-secovlje-and-strunjan-salt-pans>
- <http://www.portoroz.si/en/experience/natural-attractions/secovlje-salt-pans>
- <http://www.soline.si//en>